

INTERBRAND RELEASES RANKING OF THE 50 “BEST GLOBAL GREEN BRANDS”

Interbrand debuts new global report; assessing brands by consumer perception of green activities and a demonstration of environmental performance

New York, New York (26 July 2011) — Toyota (#1), 3M (#2) and Siemens (#3) lead Interbrand’s new global report, “Best Global Green Brands.” In its first global report to focus exclusively on green, Interbrand, the leading brand consultancy, combines public perception of environmental sustainability (“green”) with a demonstration of that performance based on publically available information and data.

The foundation of the ranking is Interbrand’s 2010 Best Global Brands report, as these brands have a global presence and a demonstrated record of delivering value to stakeholders.

Findings show that the strongest green brands consistently differentiate themselves and engage in green activities that consumers find relevant, as well as implement profitable green practices across their organization, from setting and executing environmental programs to effectively measuring and reporting their performance to the public.

“As corporate citizenship increasingly becomes the norm, green initiatives may be among the most visible and easiest to claim and yet, can be the most challenging to deliver performance against,” said Jez Frampton, Global Chief Executive Officer at Interbrand. “We believe the strongest green brands lie at the intersection of performance and perception: their ability to build stronger connections with consumers as a result of actionable and credible environmental practices.”

In completing the study, Interbrand conducted an evaluation of each brand’s consumer perceptions. Consumers in the 10 largest markets: US, Japan, China, Germany, France, UK, Italy, Brazil, Spain, and India were asked how green impacts their purchase decisions and their overall understanding and awareness of the brand’s green activities as a whole.

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The rankings developed by Interbrand are based, in part, on quantitative performance scores derived from an analysis of publicly available information. Deloitte was engaged to develop an environmental sustainability performance methodology based on publicly available data as an input to Interbrand's overall scoring methodology. These performance scores were one of the many factors Interbrand considered when creating the final rankings. The finalized score is a combined metric taken from both a perception and performance calculation. Taken together, the resulting difference or gap between these two scores represents the potential misalignment between brand performance and consumer perception.

Key findings from the study include:

- Toyota is a leading example of making the environment a core management priority, while also engaging in a meaningful way with audiences around the world.
- The automotive industry and electronics category lead the way not only in their ability to implement sustainable practices across their organization, but also in their ability to communicate their efforts effectively to the public.
- A number of brands show large gaps between performance and perception. L'Oréal, Nokia, and HSBC all scored significantly higher in performance than perception, suggesting that while they are doing great things internally in terms of environmental sustainability, they are still not yet communicating their efforts to consumers as clearly as they could.
- McDonald's, GE, and Coca-Cola, on the other hand, all scored significantly higher in perception than performance. This suggests that these highly visible brands enjoy the positive impact of being a well known, powerful brand, with green perception matching general perception overall.

Interbrand's Best Global Green Brands is available in full, along with expanded content and methodology, on www.interbrand.com.

Interbrand's Ranking of the Best Global Green Brands

RANK	BRAND	SECTOR	SCORE	GAP (performance – perception)
1	TOYOTA	AUTOMOTIVE	64.19	-7.64
2	3M	DIVERSIFIED	63.33	0.74
3	SIEMENS	DIVERSIFIED	63.08	6.44
4	JOHNSON & JOHNSON	FMCG	59.41	2.35
5	HEWLETT-PACKARD	ELECTRONICS	59.06	12.88
6	VOLKSWAGEN	AUTOMOTIVE	58.90	1.82
7	HONDA	AUTOMOTIVE	58.85	-11.11
8	DELL	ELECTRONICS	58.81	11.08
9	CISCO	BUSINESS SERVICES	57.66	15.07
10	PANASONIC	ELECTRONICS	57.32	12.68
11	HYUNDAI	AUTOMOTIVE	57.18	11.28
12	BMW	AUTOMOTIVE	56.81	4.90
13	APPLE	ELECTRONICS	56.43	-0.48
14	DANONE	FMCG	56.15	1.39
15	L'ORÉAL	FMCG	55.84	22.68
16	MERCEDES-BENZ	AUTOMOTIVE	55.24	2.63
17	NIKE	SPORTING GOODS	54.94	7.83
18	SONY	ELECTRONICS	54.73	4.84
19	IBM	BUSINESS SERVICES	54.68	13.93
20	FORD	AUTOMOTIVE	54.67	-13.61
21	ALLIANZ	FINANCIAL SERVICES	54.55	-0.13
22	NOKIA	ELECTRONICS	54.51	17.26
23	ADIDAS	SPORTING GOODS	54.48	7.48
24	GE	DIVERSIFIED	54.24	-23.17
25	SAMSUNG	ELECTRONICS	54.06	11.76
26	INTEL	ELECTRONICS	53.89	10.63
27	COCA-COLA	BEVERAGES	53.38	-19.61
28	CANON	ELECTRONICS	53.13	7.46
29	PEPSI	BEVERAGES	53.04	-1.98
30	MICROSOFT	COMPUTER SOFTWARE	53.02	-8.69
31	XEROX	ELECTRONICS	52.61	14.27
32	PHILIPS	ELECTRONICS	52.58	9.88
33	SHELL	ENERGY	52.47	4.07
34	CATERPILLAR	DIVERSIFIED	52.08	-6.06

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35	CAMPBELL'S	FMCG	50.94	6.90
36	KELLOGG'S	FMCG	50.81	-16.14
37	AVON	FMCG	50.36	0.92
38	SAP	BUSINESS SERVICES	50.16	-0.20
39	IKEA	HOME FURNISHINGS	49.32	-16.64
40	SANTANDER	FINANCIAL SERVICES	49.26	-5.70
41	AXA	FINANCIAL SERVICES	48.39	-2.72
42	STARBUCKS	RESTAURANTS	47.99	-13.01
43	NINTENDO	ELECTRONICS	47.78	8.23
44	CREDIT SUISSE	FINANCIAL SERVICES	47.07	6.25
45	MCDONALD'S	RESTAURANTS	47.06	-27.96
46	CITI	FINANCIAL SERVICES	46.97	11.81
47	BARCLAYS	FINANCIAL SERVICES	46.90	7.13
48	HSBC	FINANCIAL SERVICES	46.54	15.86
49	UPS	TRANSPORTATION	46.12	-9.79
50	ACCENTURE	BUSINESS SERVICES	45.76	-13.18

About Interbrand

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is amongst the largest brand consultancies and has grown to include 40 offices in 25 countries. The combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, The Best Global Brands, and creating a broader platform for the discussion on brands in the Webby-award winning website brandchannel.com. For more on Interbrand, visit www.interbrand.com.